



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 498431 /		<u>Alt Order #</u> 06365969
<u>Product</u> NRCC IE		
<u>Contract Dates</u> 10/19/12 - 10/25/12		<u>Estimate #</u> 3336
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KVVU	10/19/12	10/25/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	5	\$10,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$2,150.00			
N 2	KVVU	10/19/12	10/25/12	The Dr.Oz Show	4-5p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$350.00			
N 3	KVVU	10/19/12	10/25/12	FOX 5 News 5-6am M-F	5a-6a		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$450.00			
N 4	KVVU	10/19/12	10/25/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	10	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				10	\$725.00			
N 5	KVVU	10/19/12	10/25/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				15	\$700.00			
N 6	KVVU	10/19/12	10/25/12	More M-F 9-10a	M-F 9a-10a		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/19/12	10/25/12	MTWTF--				5	\$275.00			
N 7	KVVU	10/21/12	10/21/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,850.00			
N 8	KVVU	10/21/12	10/21/12	Sports Plus Su 1045p	1045p-11p		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$1,200.00			
N 9	KVVU	10/24/12	10/25/12	BB World Series	330pm-8pm		:30			NM	2	\$19,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WT---				2	\$9,500.00			
Totals											49	\$55,925.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/25/12	49	\$55,925.00	\$47,536.25
Totals	49	\$55,925.00	\$47,536.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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 25-TV 5 Drive
 Henderson, NV 89014
 (702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
498431 /	06365969

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/19/12 - 10/25/12	NRCC IE	3336

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	10/12/12 / 10/12/12

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.27
*** KVVU-TV ***

REP HEADLINE# 6365969 TRF# 498431
\$\$\$ UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/NRCC-IE REP.# OFF.# 762 SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRRP MEDIAASSISTANT

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA

ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6365969 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3336 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT12/12 17.27

REP: TO ROSE
FR NIKKI
OK'D M1 AND M2 SEE LINES 10-12
PLS CNF THANKS

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155
AGENCY PRODUCT CODE = 426
AGENCY EST# = 3336

2	ES		400P-500P	30		\$350.00	10/19	10/25	2		F,M-TH	2
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PROGRAM : DR. OZ
RA35-64 : 0.9
CON COM1 : DR. OZ

10	A		300P-400P	30		\$350.00	10/19	10/19	1		FRI	1
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PROGRAM : DR. OZ
RA35-64 : 0.9
ORD COM1 : TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR OCT19 ON LINE-2 FOR 3 SPOTS/WK

REP HEADLINE# 6365969 TRF# 498431
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT12/12 17.27
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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11	A		300P-400P	30		\$350.00	10/24	10/25	2		W-TH	2
PROGRAM : DR. OZ												
RA35-64 : 0.9												
ORD COM1 : TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 10-11												

9	S		700P-1100P	30		\$9,500.00	10/24	10/25	0		W-TH	0
PROGRAM : MLB: WORLD SERIES												
RA35-64 : 14.0												
CON COM1 : MLB: WORLD SERIES												

12	A		400P-800P	30		\$9,500.00	10/24	10/25	2		W-TH	2
PROGRAM : MLB: WORLD SERIES												
RA35-64 : 14.0												
ORD COM1 : CORRECT TP.												
THIS IS A MAKE-GOOD FOR OCT24 ON LINE-9 FOR 2 SPOTS/WK												

STATION MAKEGOOD OFFERS:												
M1	OK'D	BUY#2	MISSED: F,M-TH/400P-500P OCT19(3/WK) 30S \$350.00 (OCT12/12)									
			OFFER: FRI/300P-400P OCT19 30S \$350.00 PLS ADVISE.									
			& W-TH/300P-400P OCT24(2/WK) 30S \$350.00									
			CMT: TP CHG DUE TO BASEBALL. PRE-BOOKED PLS APPROVE.									
M2	OK'D	BUY#9	MISSED: W-TH/700P-1100P OCT24(2/WK) 30S \$9,500.00 (OCT12/12)									
			OFFER: W-TH/400P-800P OCT24(2/WK) 30S \$9,500.00 PLS ADVISE.									
			CMT: CORRECT TP.									

OCT/12 55925.00 CONTRACT TOTAL 55925.00
TOTAL SPOTS 49

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6365969
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT8/12 10.16
*** KVVU-TV ***

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # 762 SALESMAN #

AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME NMRRP MEDIAASSISTANT

815 SLATERS LANE
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SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6365969 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE EST#3336 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT19/12 OCT25/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT8/12 10.16

REP: TO ROSE
FR NIKKI
NEW NRCC IE ORDER
TOTAL \$55925
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155
AGENCY PRODUCT CODE = 426
AGENCY EST# = 3336

1			1000P-1100P	30		\$2,150.00	10/19	10/25	5		F,M-TH	5
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PROGRAM : FOX 5 NWS-10
RA35-64 : 3.9
CON COM1 : FOX 5 NWS-10

2			400P-500P	30		\$350.00	10/19	10/25	5		F,M-TH	5
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PROGRAM : DR. OZ
RA35-64 : 0.9
CON COM1 : DR. OZ

10/19 10/24 10/25 3-4p

OCT8/12 10.16

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			500A-600A PROGRAM : FOX5 NEWS 5A RA35-64 : 1.2 CON COM1 : FOX5 NEWS 5A	30		\$450.00	10/19	10/25	5		F,M-TH	5
4			600A-700A PROGRAM : FOX5 NEWS 6A RA35-64 : 2.5 CON COM1 : FOX5 NEWS 6A	30		\$725.00	10/19	10/25	10		F,M-TH	10
5			700A-900A PROGRAM : FOX5NWS LIV-LV RA35-64 : 2.5 CON COM1 : FOX5NWS LIV-LV	30		\$700.00	10/19	10/25	15		F,M-TH	15
6			900A-1000A PROGRAM : MORE RA35-64 : 1.1 CON COM1 : MORE	30		\$275.00	10/19	10/25	5		F,M-TH	5
7			1000P-1045P PROGRAM : FOX 5 NWS-10 RA35-64 : 3.5 CON COM1 : FOX 5 NWS-10	30		\$1,850.00	10/21	10/21	1		SUN	1
8			1045P-1100P PROGRAM : FOX5 SPRT PLUS RA35-64 : 3.0 CON COM1 : FOX5 SPRT PLUS	30		\$1,200.00	10/21	10/21	1		SUN	1
9			700P-1100P PROGRAM : MLB: WORLD SERIES RA35-64 : 14.0 CON COM1 : MLB: WORLD SERIES	30		\$9,500.00	10/24	10/25	2		W-TH	2
						430-89						
OCT/12						55925.00						
						CONTRACT TOTAL	55925.00					
						TOTAL SPOTS	49					

REP HEADLINE# 6365969
*** ORIGINAL REV#0 ***

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP
OCT8/12 10.16
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$223,700 KVVU 25% KSNV 51% KLAS 4% KTNV 17% KVMY 2% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35-64*